

FEBRUARY NEWSLETTER SUMMARY

INVISALIGN IN 2012: GROWING PATIENT DEMAND

In 2011, Invisalign drove more than 4 million consumer visits to Invisalign.com, and generated over half a million Doctor Locator searches. With increased spending in 2012—including a 25% increase in overall ad spending and a 70% increase in advertising targeting moms and teens—Invisalign plans to drive an even larger number of prospective patients to practices in 2012.

Here are highlights of what's being planned for 2012:

- TV advertising will be increased. [See our ad for adult females](#), and [see our ad for moms of prospective teenage patients](#).
- In select markets, advertising on radio and top-tier magazines will accompany TV advertising.
- PR and social marketing initiatives will be increased in 2012, delivering millions of Invisalign impressions.
- [See Invisalign on Facebook®](#)
- [See Invisalign Teen on Facebook](#)
- Invisalign will again partner with Radio Disney's "Next Big Thing" concert tour in multiple markets around the U.S.
- Invisalign will integrate email capability on the Invisalign.com Doctor Locator, allowing prospective patients to connect directly with listed practices.



Make sure your practice is taking advantage of this potential for increased patient demand. Visit the [Invisalign Practice Development site](#) today to find Invisalign marketing materials for your practice.

[Visit Site »](#)

BETTER FORCE SYSTEMS. BETTER OUTCOMES.

A majority of doctors believe that SmartForce® innovations are helping them improve clinical outcomes and address more complex cases with Invisalign *

Over the last 2 years, Invisalign has introduced a series of new SmartForce innovations. SmartForce innovations are aligner features and attachments that are engineered to deliver the force systems to achieve predictable tooth movements. Innovations have addressed specific clinical challenges:

ESSENTIAL GUIDE TO ORTHODONTIC INSURANCE BILLING

This new guide will help you maximize orthodontic insurance benefits when treating Invisalign patients. The guide answers common questions including:

- Which CDT codes do I use for Invisalign patients?
- What should I do when insurance carriers set contract fees below my Invisalign fee?
- When should I submit claim forms?

[Click here](#) to download the Orthodontic Insurance Guide. Login required.

NEW! ADD INVISALIGN TV COMMERCIALS TO YOUR WEBSITE

Want to embed one of our Invisalign TV commercials on your website?

Step 1: Go to the YouTube page of the video you want to make available on your site. (See accompanying article for the links.)

Step 2: Under the video, click on the SHARE link

Step 3: Under the "Link to this video" box, click on the EMBED button

Step 4: Copy the embedding code and paste it where you want it to appear on your website

2009



Optimized attachments for control of extrusion and rotation

2010



Invisalign G³

Precision cuts for Class II treatment with elastics

Improved Power Ridge[®] feature for control of root torque

Increased scope for optimized attachments

2011



NEW Invisalign G⁴

Optimized attachments for mesial-distal root tip control

Multi-plane movement features for control of laterals

Multi-tooth extrusion for anterior open bite

Get an inside look at the latest SmartForce innovations with Dr. Randy Womack, as featured in the recent issue of OrthoTown Magazine.

* Data on file at Align Technology.

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UPCOMING EVENTS

Practice Integration Seminar

March 2, 2012
Orlando, FL

[Register Now »](#)

Clear Essentials II

March 9, 2012
Chicago, IL

[Register Now »](#)

Patient Acceptance Workshop

March 16, 2012
Seattle, WA

[Register Now »](#)

Clinical training provided by guest speakers reflects their own views and not necessarily those of Align Technology, Inc. Contact your Invisalign Registrar for cancellation rules and policies. Schedule, location, pricing, and promotional offers are subject to change without notice.